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New Guide to Educate Future Business Owners on Options

SBDC Network and FranNet partner to offer educational booklet on business selection

Louisville, KY (Grassroots Newswire) 6/21/2010 – Business ownership is a rewarding choice but the necessary skills and planning that lead to success can be hard to come by. That's why America's Small Business Development Center (SBDC) Network and FranNet partnered to provide an educational tool to guide potential business owners on the skills needed to succeed. The new "Crossroads" booklet will provide information on how individuals can select the right business based on their goals. America's SBDC Network and FranNet share the goal of helping communities grow by helping entrepreneurs explore business ownership options.

America's Small Business Development Centers (SBDC) are a nationwide network operating over a 1,000 centers. The SBDC Network is dedicated to providing the consulting and technical assistance business owners need to make their dreams a reality. FranNet provides education and guidance to individuals who are interested in exploring self employment as a career option through franchised business ownership. FranNet's role is to provide education on the franchise industry and help their clients find the right business for their goals. Together, the SBDC Network and FranNet form a resource team that works together across the US to provide options to those wanting to start their own business.

"Our partnership with the SBDC Network is part of our commitment to provide more resources for entrepreneurs," says Jania Bailey, President and COO at FranNet. "Since business ownership is not for everyone, we are excited to provide an educational guide to help entrepreneurs understand the pros and cons of owning a business."

“The ASBDC is pleased to team with FranNet to help expand the pathways to the American Dream,” says C.E. “Tee” Rowe, President and CEO of ASBDC. “With FranNet’s knowledge of the franchise industry and the SBDC Network’s skills in business training and counseling, this guide provides a great entry point for prospective business owners.”

About ASBDC

The Association of Small Business Development Centers (ASBDC) represents America's Small Business Development Center (SBDC) Network -- the most comprehensive small business assistance network in the United States and its territories. The mission of the network, through free one-on-one consulting and low-cost training, is to help new entrepreneurs realize their dream of business ownership, and to assist existing businesses to remain competitive in the complex marketplace of an ever-changing global economy. In short, “Your success is our business”.

Hosted by leading universities, colleges, and state economic development agencies, and funded in part through a partnership with the U.S. Small Business Administration, approximately 1,000 SBDC service centers are available to provide no-cost consulting and low-cost training. Find the center near you by visiting, www.asbdc-us.org.

About FranNet

Founded in 1987, FranNet provides education and support to individuals who are interested in exploring self employment as a career option through franchised business ownership. After all, franchising is more than just food and retail stores. FranNet uses an established process that helps match a person’s talents and goals with the right business, which ensures a much higher success rate. FranNet offers more choices for their clients to make sure their choices match their unique goals and needs. Explore your options by visiting www.frannet.com.